

STADIUM AD ZONES

Concourse - Flat panel all stadiums

Ad Dimensions: 512 x 664 ideal
4:3 (720 x 480) acceptable
(no audio)

You can build (or have us build) your creative to fill the entire ad zone. Alternately any existing 4:3 ratio content can be used in which we would render a static or animated logo below.



Restrooms - Calgary only

Ad Dimensions: 4:3 (720 x 480) ideal
16:9 (1280 x 720) acceptable
(full audio)

To maximize space 4:3 ratio is best, however any 16:9 content received can be used, it just will not fill the entire ad zone.



Concourse - CRT's Calgary & Vancouver only

Ad Dimensions: 706 x 104 ideal
4:3 (720 x 480) not recommended
(no audio)

Existing 4:3 content only uses 1/3 of the available ad space and is not recommended for this layout. Please note the ad dimensions include a 28 px safe zone on both the left and right hand side. Do not place any static graphics in these areas.



Accepted Media

Limits: No hard limits enforced as long as files are compressed and maintain a high quality

File Formats: (video) .avi, .wmv, .vob, .mov (images) .png, .jpg (audio*) .mp3, .wav

Compression: MPEG-1, MPEG-2, XVID (MPEG-4)

Frame Rate: 30 fps

Average Bitrate: 4000 kbps

OFFICE TOWER AD ZONES

CONCOURSE & FOOD COURT SCREENS

Ad Ratio: 16:9
Ad dimensions: 1120 x 630

Please note:
There is no audio within the office tower network of digital signage.



HUDSON BAY CENTRE - TORONTO ONLY

STANDARD AD FORMAT

Utilizing the same 16:9 ad created for the concourse & food court screens we will render static brand, website or messaging underneath.

OPTIONAL AD FORMAT

Ad Dimensions: 656px x 900px
You have the option of building a custom ad size to utilize the full area of the portrait layout.

This option is covered within the standard rate package.

This layout features pervasive brand, website and/or messaging with the greatest viewing distance



This option is not included as part of the standard rate package.

An additional production charge will apply if you require Cineplex Media to build this ad size.



DELIVERING FILES

Please place all files in a folder and after uploading, email us a confirmation specifying the client and folder name to: carolina.puyo@cineplex.com

FTP

Direct access: (Window Explorer) ftp://clients:omnclients!@68.179.54.131/
FTP Client: ftp://68.179.54.131/ **ID:** clients **Password:** omnclients!